



AIR LINE PILOTS ASSOCIATION, INTERNATIONAL

Making the Connection

Raising Awareness & Promoting Peer Programs

IPAAC – Osaka, Japan

Workshop Goals



Define Clear Objectives



Identify Target Audiences

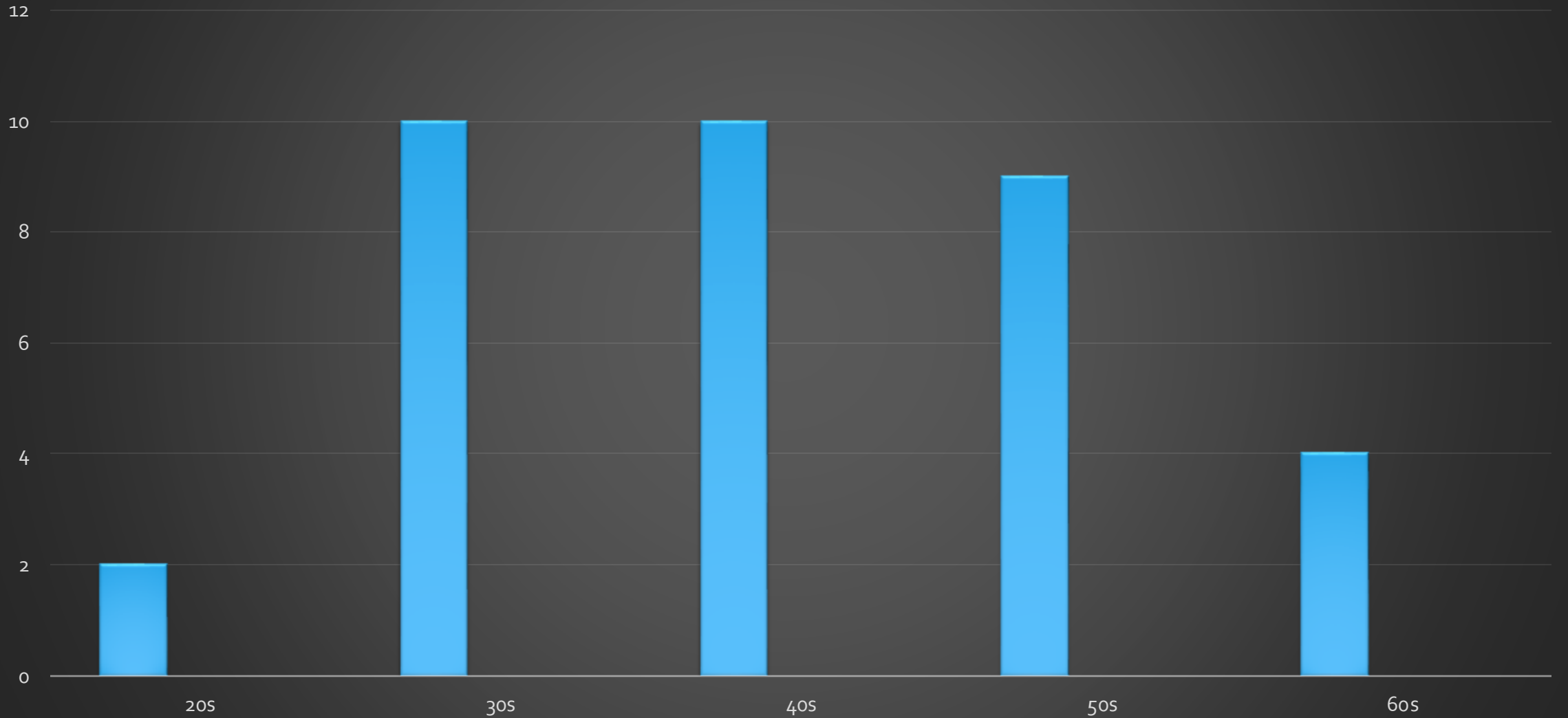


Develop Effective
Communication
Strategies

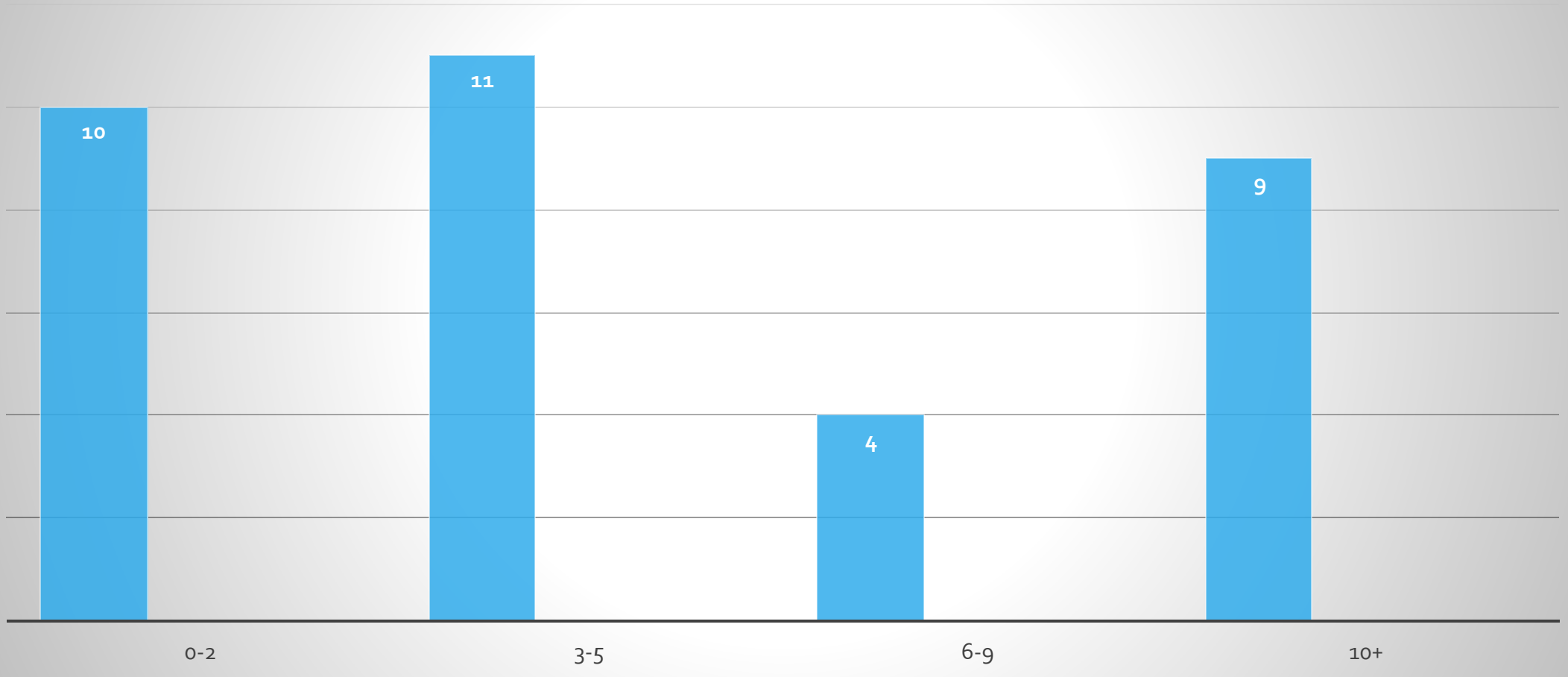


Engage Key Stakeholders

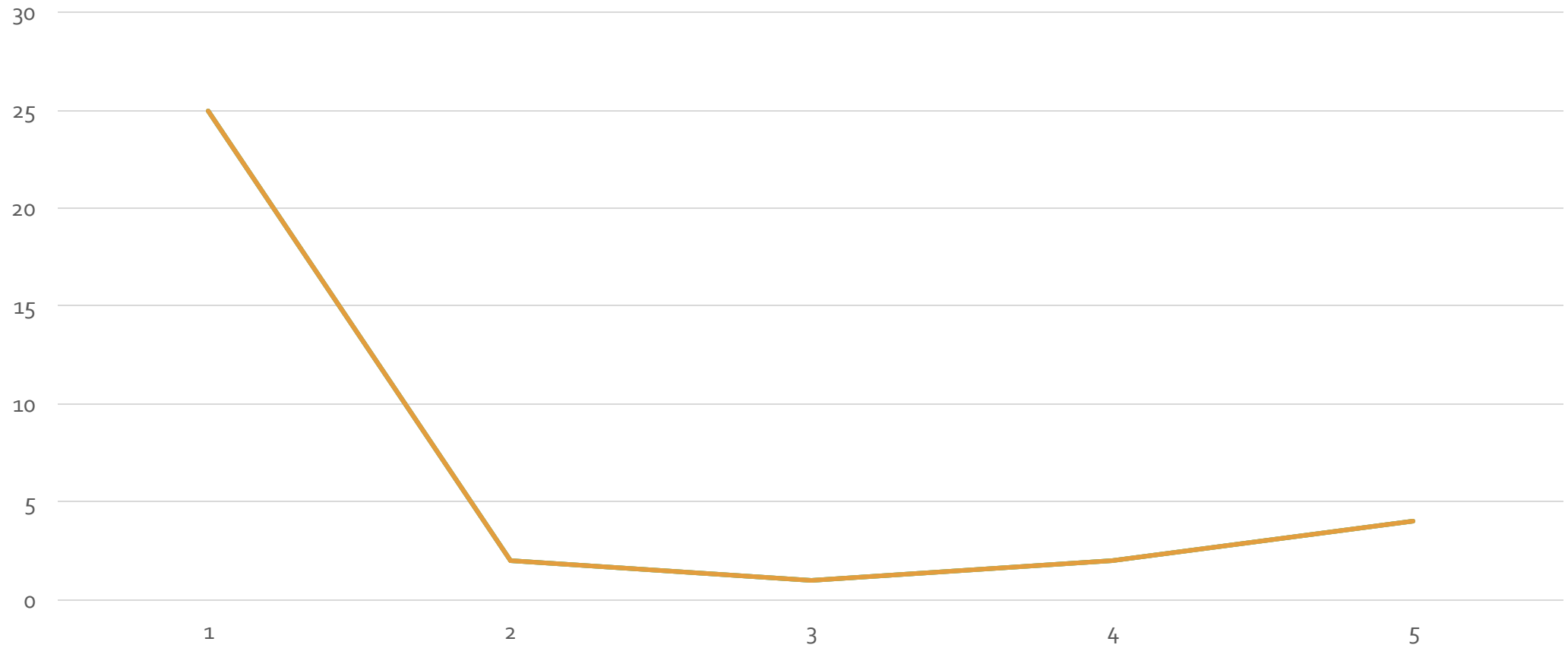
Participant Age



Peer Program Age



IPAACs Attended



Effective Communication

Increases Awareness

Builds Trust

Reduces Stigma

Drives Engagement





Defining Goals

A word cloud in the shape of a speech bubble, containing various terms related to mental health care and team dynamics. The words are arranged in a circular pattern, with some larger and more prominent than others. The colors of the words range from light blue to yellow.

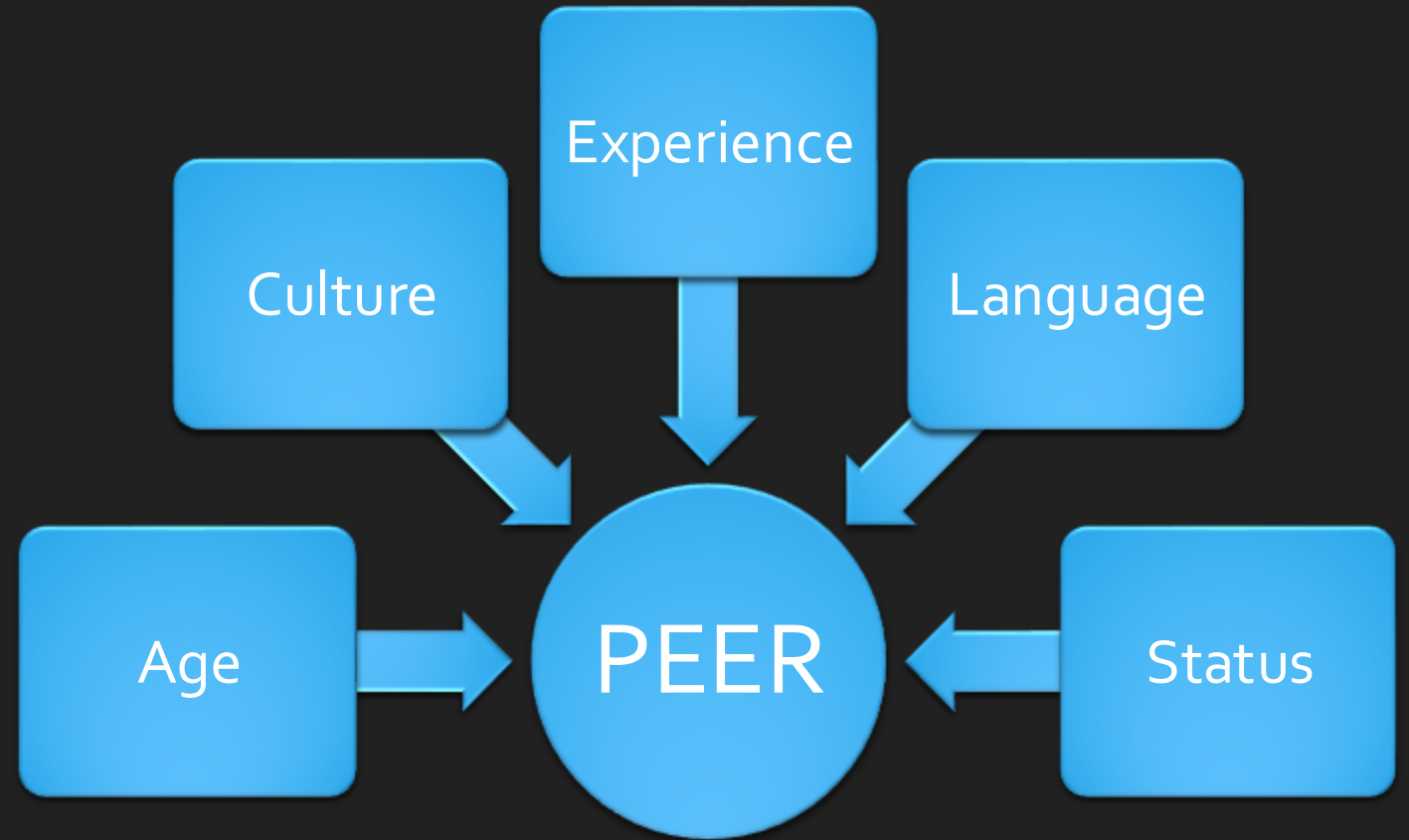
Key words include:

- openly
- safer
- empower
- structured
- fostering
- connecting
- environment
- network
- safe
- mhp
- crew
- mutual
- highly
- support
- cohesive
- professional
- collaborative
- supporting
- well-being
- resilience
- stress
- trusting
- teams
- human
- trust
- mental
- centered
- reduce
- trained
- confidential
- confidentially

Common Goals

- **Visibility**
- **Accessibility:** Making it easy for employees to reach out or access help.
- **Confidentiality & Trust:** Building and maintaining trust through clear confidentiality policies.
- **Proactivity:** Shifting from a reactive to a proactive approach to support.

Who is Our Audience?



A photograph of an elephant in a savanna, with the text "Identifying Barriers" overlaid in white. The elephant is the central focus, facing forward, with its trunk and tusks visible. The background is a blurred savanna landscape under a clear sky. The text is positioned on the right side of the image, overlapping the elephant's body and the background.

Identifying Barriers

Common Barriers



Cultural

Solution: Create informal settings like coffee breaks or salons.
Is there a virtual option?



Generational Differences

Solution: Focus on education and awareness and remain adaptable.



Distrust

Solution: Promote advocacy, break down distrust gradually, and introduce support initiatives that feel more separate from the company.



Demonstrating Value

Solution: Foster synergy by demonstrating the value of these programs over time.



Relatability

Solution: Use non-reactive questioning and present mental health support as part of a broader mental health continuum, offering a safe, non-judgmental space.

Key Takeaways



Cultural Sensitivity

Tailor programs to the specific cultural context and generational needs of the workforce.



Trust Building

Combat distrust through advocacy and transparent communication.



Peer Support

Develop programs that are independent and relatable, with experienced peers leading the way.



Demonstrate Value

Show tangible benefits and ensure management is on board to sustain initiatives.



Creating the Connection

- Adapt to Peer Segments
 - Increase accessibility
- Draw Parallels
 - Relate to common experiences/knowledge
- Demonstrate Utility
 - Highlight practical benefits
- Provide Resources
 - Offer ways to seek help or learn more

Connect



- **Efficient use of peers:** Leverage technology to connect with peer support networks.
- **New Hire Face Time & Outreach:** Ensure new employees are given time to connect with peers and supervisors early on.
- **Company Buy-In:** Gain commitment from the entire company to support mental health and well-being initiatives.
- **Testimonials from Success Stories:** Share positive outcomes from those who have used the system to encourage others.
- **“Pay It Forward”:** Foster a culture where individuals who receive support give back by helping others.

Accessibility

- **Direct Contact Information:** Make it easy for employees to access contact details for support, including counselors and mental health professionals.
- **Resources:** Provide quick access to relevant mental health resources, including aviation-specific support.
- **Counselors & MHPs (Mental Health Professionals):** Ensure these professionals are accessible and equipped with aviation-specific knowledge.
- **Transparency:** Ensure transparency with pilots while also protecting their privacy and safety; psychologists report only on flight safety concerns, not personal issues.





Experience

- **Expectations:** Provide clear guidance on what individuals can expect during the process.
- **Normalization:** Normalize emotional responses and reassure employees that their feelings are valid and part of the process. Reinforce that it's okay to seek help and that these experiences are shared by others.

- **1. Technology: Website, Apps & QR Codes**
- **Efficient use of peers:** Leverage technology to connect with peer support networks.
- **New Hire Face Time & Outreach:** Ensure new employees are given time to connect with peers and supervisors early on.
- **Company Buy-In:** Gain commitment from the entire company to support mental health and wellbeing initiatives.
- **Testimonials from Success Stories:** Share positive outcomes from those who have used the system to encourage others.
- **"Pay It Forward":** Foster a culture where individuals who receive support give back by helping others.
- **2. Education & Expectations**
- **What to Expect:** Provide clear guidance on what individuals can expect during the process.
- **How You Are Going to Feel:** Normalize emotional responses and reassure employees that their feelings are valid and part of the process.
- **All Normal:** Reinforce that it's okay to seek help and that these experiences are shared by others.
- **3. QR Codes & Links**
- Easily accessible links and QR codes to resources, peer support tools, and mental health services.
- **4. Accessibility**
- **Direct Contact Information:** Make it easy for employees to access contact details for support, including counselors and mental health professionals.
- **Resources:** Provide quick access to relevant mental health resources, including aviation-specific support.
- **Counselors & MHPs (Mental Health Professionals):** Ensure these professionals are accessible and equipped with aviation-specific knowledge.
- **5. Confidentiality**
- **Psychologist Separate from Peer Support:** Maintain a clear distinction between peer support and professional psychological services.
- **Safety of Flight Issues:** Ensure transparency with pilots while also protecting their privacy and safety; psychologists report only on flight safety concerns, not personal issues.

Engaging Additional Stakeholders



Who are they?



Why is this an
important step?



What are some of
the challenges?

Additional Stakeholders



Company Leadership



Direct Managers



Adjacent Workgroups



Union Leadership

A row of white chess pawns is arranged in a line, receding into the background. In the center foreground, a single red pawn stands out prominently. The background is a soft, out-of-focus grey.

Gathering Feedback & Assessing Success

Thank You!

- Chris Arnold – Pilot Assistance Vice Chair
- Carrie Braun – Pilot Peer Support Chair
- Jacques Gendron – Pilot Assistance Canada Chair

